



# ***AMD Duron™ Processor Launch***

## ***Press Presentation***



## ***Cautionary Statement***

**□ This release contains forward-looking statements, which are made pursuant to the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally preceded by words such as “plans,” “expects,” “believes,” “anticipates” or “intends.” Investors are cautioned that all forward-looking statements in this release involve risks and uncertainty that could cause actual results to differ materially from current expectations. Forward looking statements in this document include the risk that AMD will not be able to produce the AMD Duron processor in the volumes and speed grades required by customers on a timely basis, that the AMD Duron processor will not achieve customer and market acceptance, that third parties may not provide timely chipset and motherboard support for AMD Duron processors, that OEM partner systems incorporating AMD Duron processors may not be released on schedule or at all and that new processors and platforms may not be developed or released as planned. We urge investors to review in detail the risks and uncertainties in the Company’s filings with the United States Securities Exchange Commission.**

AMD, the AMD logo, AMD Athlon, AMD Duron, K6, 3DNow!, and combinations thereof, and AMD-750, AMD-760, and Super7 are trademarks, and AMD-K6 is a registered trademark of Advanced Micro Devices, Inc. in the U.S. and other jurisdictions. Microsoft, Windows, and Windows NT are registered trademarks of Microsoft Corporation in the U.S. and other jurisdictions. Pentium is a registered trademark of Intel Corporation in the U.S. and other jurisdictions. Winstone and WinBench are registered trademarks, and CPUmark, Content Creation and 3D WinBench are trademarks of Ziff-Davis, Inc. in the U.S. and other countries. Benchmark tests were performed without independent verification by Ziff Davis, Inc. Ziff Davis makes no representations or warranties as to the results of these tests. The 3DMark 2000 test was performed without independent verification by MadOnion.com. MadOnion.com makes no representations or warranties as to the results of this test. Other product names used in this publication are for identification purposes only and may be trademarks of their respective companies. All AMD Duron and Intel Celeron processors used in these tests were shipping versions available to the general public.



## ***Introducing the AMD Duron™ Processor***

- ❑ With the AMD Duron™ processor in the value space and the AMD Athlon™ processor in the performance space, AMD now offers superior solutions, top to bottom, across all desktop system price points. In this respect, no matter how much or how little business and home users want to spend, they will get an outstanding PC with an AMD Duron or AMD Athlon processor- based system.**
- ❑ Today AMD is launching the AMD Duron processor at 700MHz, 650MHz and 600MHz.
- ❑ The AMD Duron processor performs up to 25% faster than an equivalent speed Celeron processor.
- ❑ The AMD Duron processor offers outstanding performance for business and consumers in the value PC space, characterized by systems that typically sell for less than \$1,000.
- ❑ AMD Duron processor-based systems are ideal for applications typically employed by end users in the value PC space, including business and personal productivity suites, surfing the Internet and edutainment products.
- ❑ Leading PC system manufacturers including: Compaq, Fujitsu-Siemens Computer (Europe), IBM, and NEC (Japan) are expected to announce plans to offer AMD Duron processor-based systems.

# ***AMD Duron™ Processor***



## **❑ Product Portfolio**

- Designed to build on the success of the AMD-K6® processor family, the AMD Duron processor will set the stage for further growth in the commercial and consumer markets.

## **❑ Process Technology and Production Capacity**

- Fab 25, Austin is enabling the aggressive ramp of the AMD Duron processor using its 0.18uM aluminum process technology.

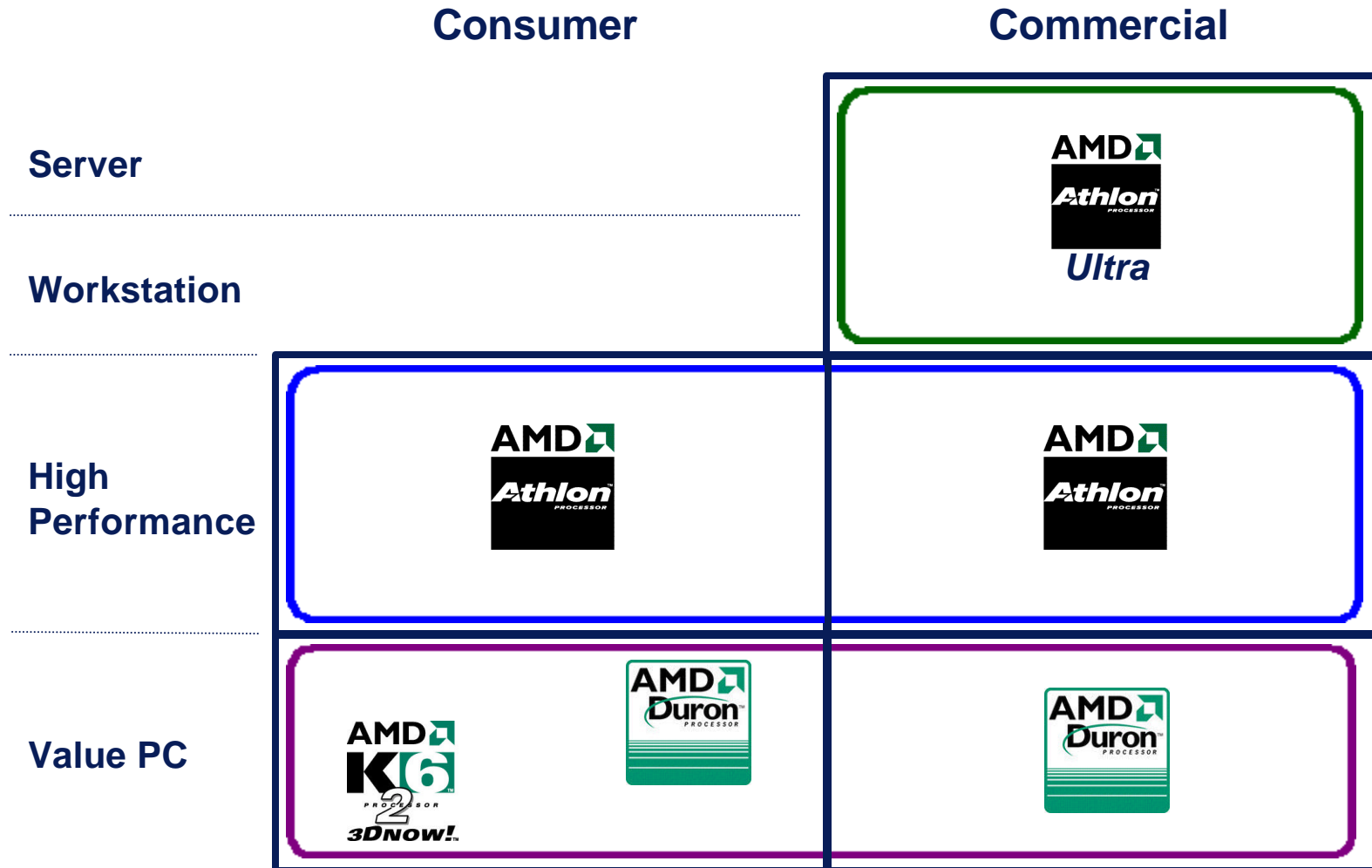
## **❑ Partners**

- AMD's third party infrastructure partners are helping enable the ramp of the AMD Duron processor through broad support of socket A chipsets and motherboards.

## **❑ People**

- AMD continues to demonstrate consistent and timely execution to its product, process technology and production capacity roadmaps.

# AMD CPU Brand Map



# AMD Duron™ Processor - Feature Comparison

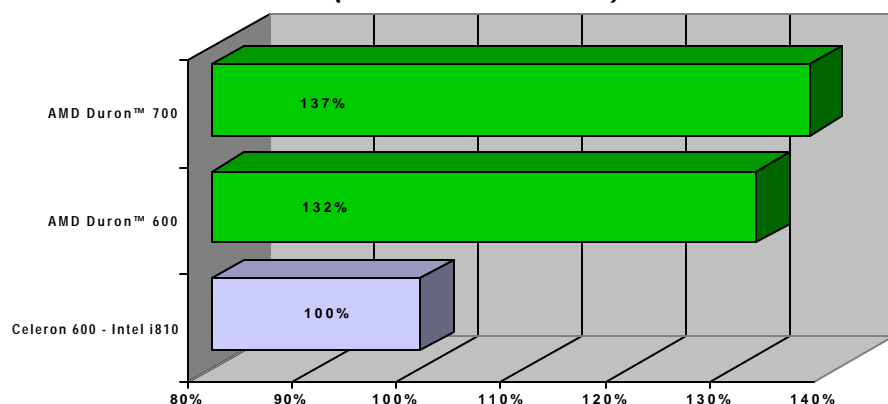


Comparison of AMD Duron™ processor versus Celeron processor	AMD Duron processor	Celeron	Conclusion
Architecture Introduced	1999	1995	The AMD Duron processor offers a new and innovative architecture, optimized for the value conscious buyer.
System Bus Frequency (MHz)	200	66	The AMD Duron processor offers 3x more available bus bandwidth.
Total Full Speed On Chip Cache (kB)	192	160	The AMD Duron processor offers 20% more on chip cache.
Multimedia Technology	Enhanced 3DNow!™ technology	ISSE	The AMD Duron processor offers enhanced multimedia technology.
Floating Point Pipelines	3	1	The AMD Duron processor offers superior number crunching capabilities.

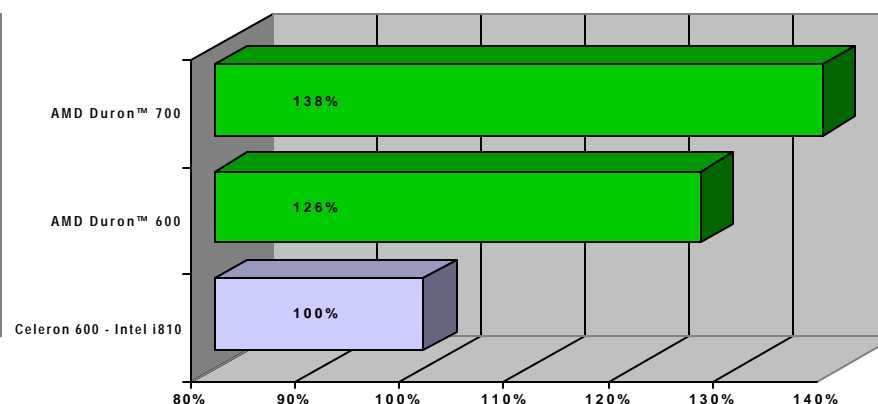


# Processor Benchmarks Normalized\* - Business

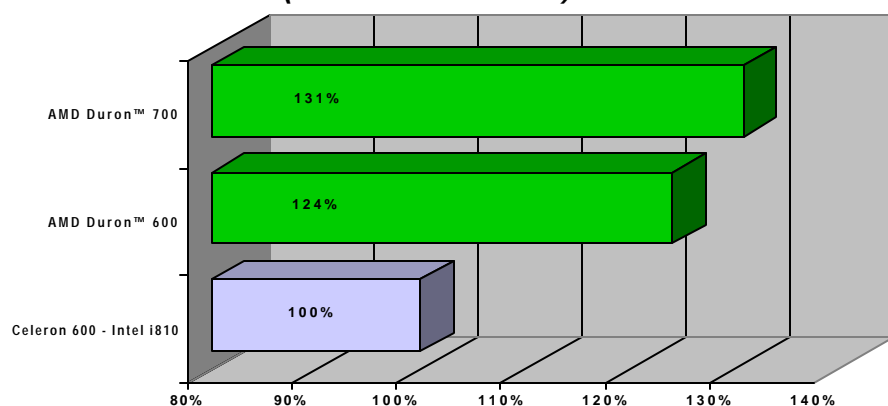
**Business Winstone® 99**  
(Windows NT® 4.0)



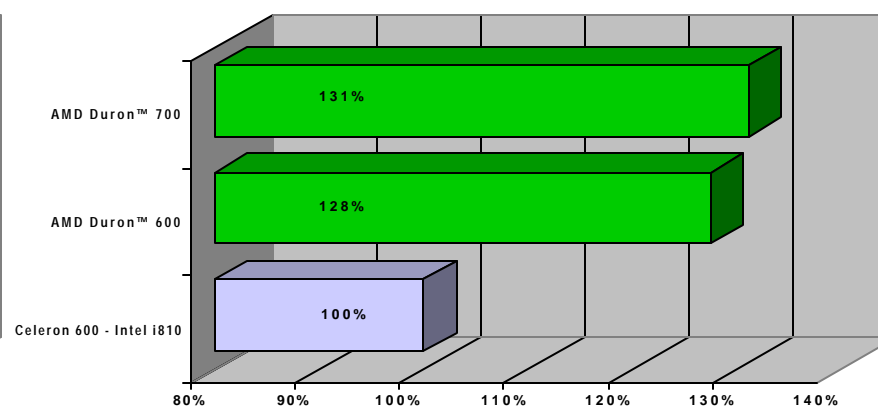
**WinBench® 2000 Processor Test**



**Content Creation™ Winstone® 2000**  
(Windows NT® 4.0)



**Ligos LSX-MPEG Encoder**

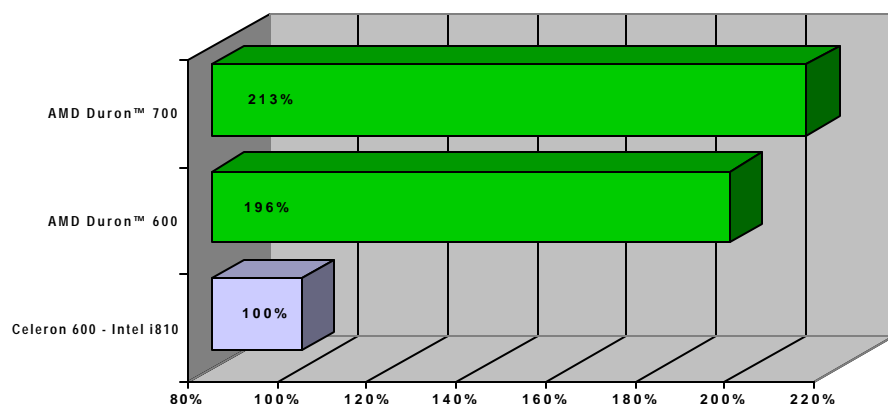


**\*see system configuration page 10**

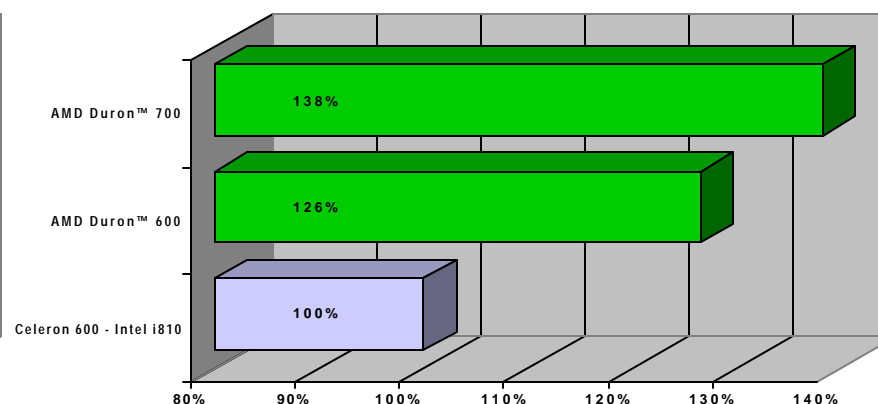


# Processor Benchmarks Normalized\* - Consumer

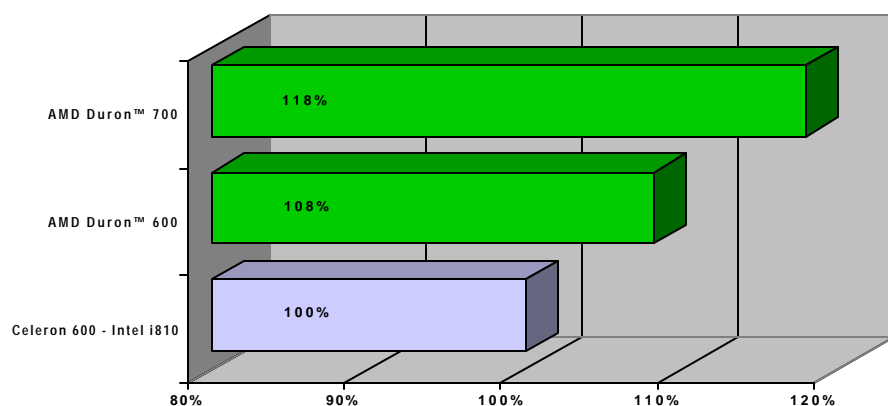
## BAPCO's Sysmark J



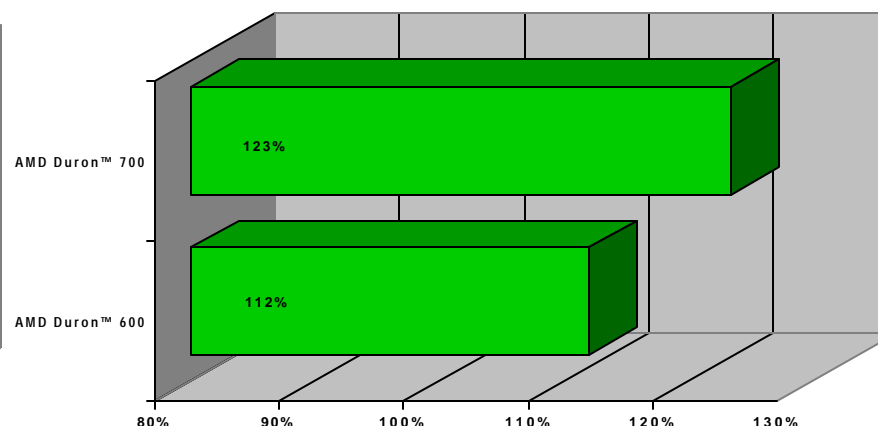
## 3D WinBench™ 2000 v1.0 {NULL}



## Siren Jukebox MP3 Encoder



## Adobe PhotoDeluxe 3.0



**\*see system configuration page 10**



# Processor Benchmarks\* - All



<b>Benchmark</b>	<b>Normalized</b>			<b>Actual</b>		
	<b>AMD Duron™ 700</b>	<b>AMD Duron™ 600</b>	<b>Celeron 600 - Intel i810</b>	<b>Celeron 600 - Intel i810</b>	<b>AMD Duron™ 600</b>	<b>AMD Duron™ 700</b>
<b>Business Benchmarks</b>						
Business Winstone® 99 (Windows NT® 4.0)	137%	132%	100%	26.4	34.8	36.2
WinBench® 2000 Processor Test	138%	126%	100%	1.0	1.2	1.3
Content Creation Winstone 2000 (Windows NT® 4.0)	131%	124%	100%	21.8	27.1	28.6
Ligos LSX-MPEG Encoder	131%	128%	100%	49.1	35.6	33.8
<b>Consumer Benchmarks</b>						
BAPCO's Sysmark J	213%	196%	100%	507.0	992.3	1080.0
3D WinBench™ 2000 v1.0 {NULL}	155%	144%	100%	130.0	187.0	201.7
Siren Jukebox MP3 Encoder	118%	108%	100%	101.4	93.0	83.2
Adobe PhotoDeluxe 3.0	123%	112%			12.9	11.3

49.1 † Smaller is Better

*\*see system configuration page 10*

# Benchmark System Configurations



	Duron™	Celeron on Intel CA810e
<b>Operating System</b>	Systems utilize Microsoft® DX7.0 (4.07.00.0716) AMD Duron™ processor-based systems utilize files (d3dim700.dll and d3dref.dll) featuring modifications to be released in a future version of DirectX. Windows NT® with Service Pack 6a for all platforms running Windows NT.	
<b>Motherboard</b>	Gigabyte GA-7ZM (VIA KT-133 chipset, BIOS version "7ZM P6")	Intel CA810e (i810e chipset, BIOS version CA810)
<b>Memory</b>	PC100 (SDRAM) Qty (1) 128MB DIMM Module	PC100 (SDRAM) Qty (1) 128MB DIMM Module
<b>Sound Card</b>	Creative Labs Sound Blaster Live! Model CT4670	Integrated
<b>Video Card</b>	Visiontek 8MB AGP Riva TNT2 64 (Vanta)	Integrated
<b>Network Card</b>	Linksys Homelink Phoneline Network Card (Model HPN100)	Linksys Homelink Phoneline Network Card (Model HPN100)
<b>Hard Drive</b>	Seagate Model ST320423A (20GB EIDE)	Seagate Model ST320423A (20GB EIDE)
<b>Drivers</b>	AGP Miniport: Windows 98 - VIA v4.02, Windows NT - n/a EIDE Drivers: Windows 98 - VIA version 2.1.47 with DMA enabled, Windows NT - VIA version 2.1.47 with DMA enabled	AGP Miniport: Windows 98 - Intel Corp "vgartd.sys" v1.0.22, Windows NT - n/a EIDE Drivers for Intel integrated IDE: Windows 98 - ESDI_506.PDR v4.10.222, Windows NT - ATAPI.SYS v4.00 DMA enabled under Windows 98 (Device Manager) and Windows NT (DMACheck utility)
<b>Video Card</b>	nVidia Detonator 5.23 (Windows 98 Build 4.12.01.0523, Windows NT Build 4.00.1381.0523)	Windows 98 - 4.12.01.2576, Windows NT - 4.03.1381.2576
<b>Sound Card</b>	Live!Ware 3.0 drivers	Windows 98 - "SBPCI.VXD" v4.12.01.1186, Windows NT - SBPCINT4.SYS v4.03.00.2062
<b>Network Card</b>	Windows 98 - pcntn4hl.sys v1.02.000, Windows NT - pcntn4hl.sys v1.02.000	Windows 98 - pcntn4hl.sys v1.02.000, Windows NT - pcntn4hl.sys v1.02.000

\*nVidia Detonator 5.23 driver not currently available

## ***AMD Duron™ Processor - 1K Pricing***



**□ Pricing strategy: Offer a superior product at a fair price.**

700MHz AMD Duron™ processor - \$192

650MHz AMD Duron processor - \$154

600MHz AMD Duron processor - \$112

This pricing reflects the 1K published price on June 5th, 2000.

# AMD Duron™ Processor - Infrastructure Support



- ❑ AMD's third party infrastructure partners are helping enable the ramp of the AMD Duron™ processor through broad support of socket A chipsets and motherboards.

## ❑ Chipset Partners include:

- Ali, SiS, VIA



## ❑ Motherboard Partners include:

- Abit, Acer, Amax, AOpen, Asus, Atrend, Biostar, Chaintech, Delta, DFI, ECS, Epox, Espco, FIC, Fretech, Gemlight, Gigabyte, GVC, Iwill, Jetway, Kinpo, Luckystar, Microstar, Mitac, MyComp, PC Chips, PC-Partner, Pineview, Procomp, QDI, Q-Run, Quanta, Shuttle, Soltek, Soyo, T&W, Tatung, Tekram, Tsann Kuen, Tyan, USI, Zeling, Zida





## *Consistent and Timely Execution*

□ **AMD continues to demonstrate consistent and timely execution to its product, process technology and production capacity roadmaps.**

- Products
  - **AMD Duron™ processor:** A superior product released on schedule at competitive frequencies.
  - **AMD Athlon™ processor with performance enhancing cache memory:** A superior product released on schedule at competitive frequencies.
    - Planning to produce several hundred thousand units at 1,000MHz, 950MHz and 900MHz this quarter
- Process Technology and Production Capacity
  - **0.18uM copper technology:** Released on schedule.
  - **Fab 30, Dresden:** Commenced revenue shipments on schedule.
  - **Fab 25, Austin:** Seamless migration from 0.25uM process technology to 0.18uM technology completed on schedule.



## ***Backup***

# ***AMD Duron™ Processor***



**□ The AMD Duron™ processor is specifically designed to provide an optimized solution for value conscious business and home users.**

- Reflecting the market requirements for frequency, cache size, power consumption and cost as well as the benefits of the new Socket A motherboards, AMD Duron processor-based PC systems deliver an optimal combination of capability, flexibility and system cost.

**□ Designed to prolong the life of a buyer's investment by accommodating new and more sophisticated applications, the AMD Duron processor has the capability and flexibility to meet the computing needs of value conscious buyers today and tomorrow.**

**□ Reflecting AMD's 30 years of design and manufacturing expertise and sales of more than 120 million PC processors, the AMD Duron processor offers the reliability and dependability business and home users would expect from an industry leader.**

# AMD Duron™ Processor - Feature/Benefits



Features	Benefits	Metrics
High Speed Front Side Bus (FSB)	<p>Delivers superior performance on data rich applications, such as MP3 players/rippers, softDVD players and video editing packages.</p> <p>Has the headroom to support high-bandwidth peripherals—as well as other emerging technologies—without a performance penalty.</p>	<p>The AMD Duron™ processor features a 200MHz front side system bus, offering three times more available bus bandwidth than that of Intel's Celeron processor, which has a 66MHz FSB.</p>
High performance Full Speed Cache Architecture	<p>Delivers superior performance on many applications including business and personal productivity suites, photo editing packages and web design tools.</p>	<p>The sophisticated cache architecture of the AMD Duron processor features 192kB of total on-chip cache—20% more than is available on Intel's Celeron, which has 160kB of total on-chip cache.</p> <p>The AMD Duron processor offers 4x more L1 cache than Intel's Celeron.</p>
Superscalar Floating Point Unit (FPU) with enhanced 3DNow!™ technology	<p>Delivers superior performance on applications that feature multimedia and floating point content such as web design tools, as well as entertainment and edutainment products.</p>	<p>The AMD Duron processor offers three floating point pipelines while Intel's Celeron offers only one.</p> <p>The AMD Duron processor employs enhanced 3DNow! technology.</p>



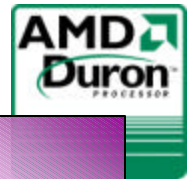
# AMD Duron™ Processor



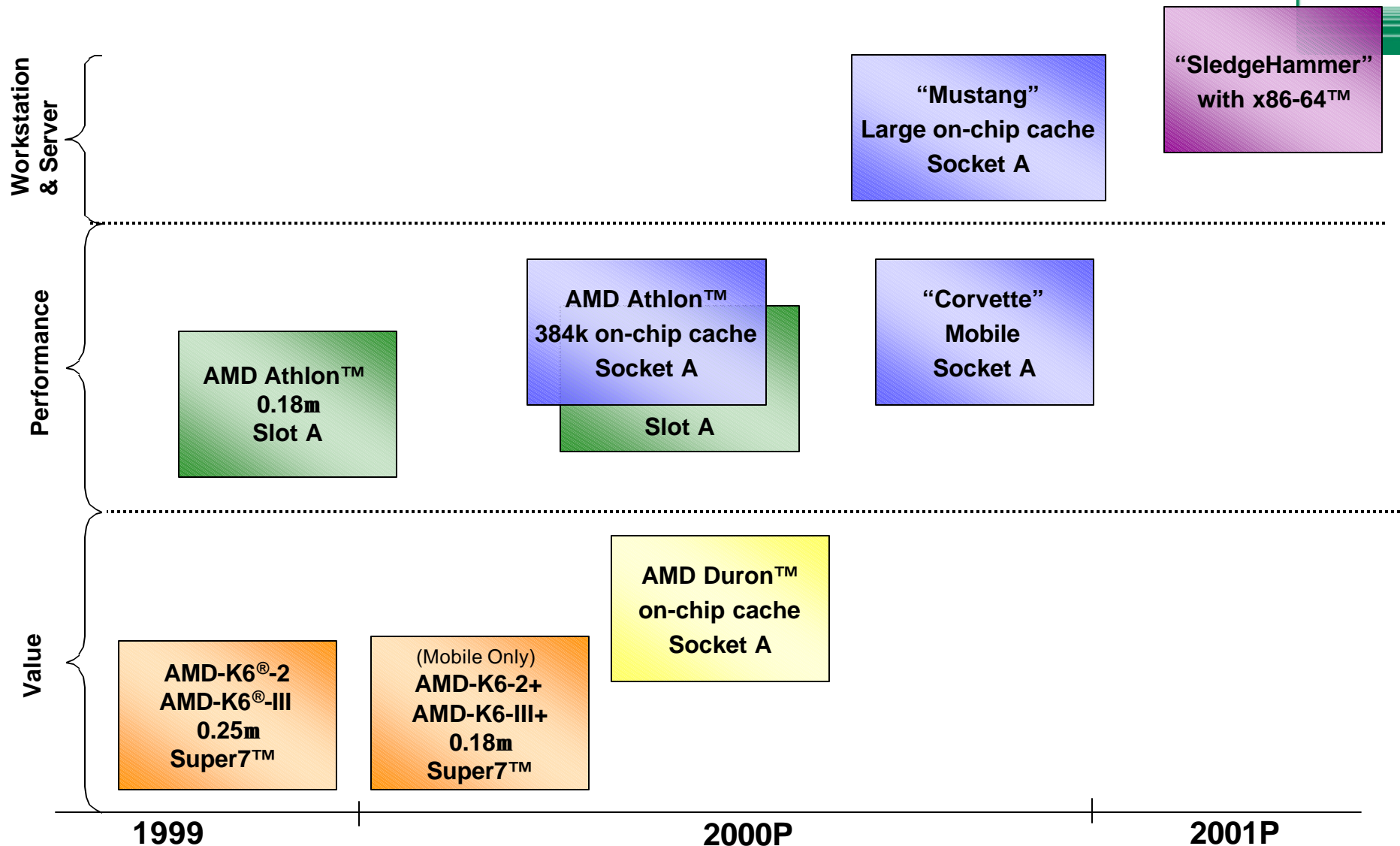
- ❑ The differences between AMD Duron™ and AMD Athlon™ processors are driven by the requirements of their target markets, some of which are highlighted below:

Comparison of AMD Duron™ processor versus AMD Athlon™ processor	AMD Duron processor based systems	AMD Athlon processor based systems	Conclusion
Clock Rate (MHz)	700, 650 & 600	1,000, 950, 900, 850, 800 & 750	AMD Athlon processor planned to be available at much higher clock rates.
Total Full Speed On Chip Cache (kB)	192	384	AMD Athlon processor offers 2x more full speed on die cache.
Maximum Power Consumption (Amps)	25	45	AMD Duron processor based systems can employ lower cost motherboards.
Memory Technology	128MB or less of PC100 memory	128MB or more of PC133 memory	AMD Duron processor based systems are cost sensitive; the likely choice of memory will reflect this.
Graphics Technology	2x AGP with 16MB of memory or less	4x AGP with 16MB of memory or more	AMD Duron processor based systems are cost sensitive; the likely choice of graphics solution will reflect this.

- ❑ AMD's planned product and platform roadmaps, including features such as 266MHz front side bus and DDR memory, will continue to emphasize the different requirements of the target markets for these processors and drive feature sets accordingly.



# AMD CPU Cores in 2000-2001



# AMD Platform Roadmap '00

## Commercial and Consumer

